

Patient Engagement

Do's and Don'ts

Do

Internal Behaviours

- Identify and align all internal stakeholders in advance of any activity to address concerns, and agree business needs and project objectives
- Ensure everyone involved is fully agreed on what 'patient-focused' means
- Ensure your expected measures of ROI focus on patient outcomes
- Take a co-creation approach and involve patients and HCPs in programme design from the start
- Proactively build pharmacovigilance into the programme design

External Behaviours

- Use insight generation to understand true opportunities that make a difference to patients' lives
- Design programmes to help patients connect with their condition and feel able to help themselves
- Consider regional market variations, cultural nuances and local regulations before you design a solution
- Communicate with patients/caregivers in a way they want to receive information, check how and when
- Relate to the patient as a whole, rather than just in the context of one condition and one therapy
- Develop an agile programme that continually collects and implements feedback and is responsive to evolving patient needs

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Do's and Don'ts

Don't

Internal Behaviours

- ✘ Don't underestimate the budget – match the right programme ambitions to an achievable budget and plan for evolution
- ✘ Don't plan a programme before co-creation has started, to ensure the project adds real value to everyone
- ✘ Don't create a generic patient persona – it is far better to understand and engage with a spectrum of patient needs
- ✘ Don't avoid the need for data governance – be prepared, but don't be frightened
- ✘ Don't stop the project before you have followed up with the participants and it is finished from everyone's point of view

External Behaviours

- ✘ Don't decide on your programme tools before you have gathered your insights
- ✘ Don't gather insights that are too narrow or rely on secondary research alone
- ✘ Don't assume a need is met just because something already exists
- ✘ Don't miss out important people who are actively engaged in the patient's care
- ✘ Don't expect patients or carers to 'find' programmes on their own
- ✘ Don't expect to achieve a change overnight – build in small indicators of progress along the way